

Investor Acquisition Campaign for a SaaS Startup

Prior work completed by Scalefully's founder before Scalefully existed. Included here as general proof of outbound competency across industries - not a recruitment or staffing-specific result.

Snapshot

Client	Industry	Engagement	Timeframe
TheLink.ai	SaaS (construction tech)	Investor outreach & fundraising list-building	3 months

Contacted	Open Rate	Reply Rate	Investor Conversations Initiated
2,718	82%	5.63%	28

Background & Challenge

TheLink.ai builds AI-powered software that helps construction teams manage submittal and closeout logs, reducing errors and speeding up documentation workflows. With a strong product already built, the team needed to reach angel investors and early-stage VCs to fund the next stage of growth - but had no in-house experience with cold outbound and no existing system for sourcing verified investor contacts or protecting deliverability at scale.

Approach

Data & targeting

An investor contact list was built by cross-referencing multiple data sources and validating active investors in SaaS/AI startups over the prior 12–24 months, segmented by fund size, region (North America and the EU), and sector focus - producing a refined dataset of 3,000+ high-fit investor contacts, with email addresses verified before sending to keep bounce rates low.

Deliverability infrastructure

- Multiple secondary sending domains, each fully authenticated (SPF, DKIM, DMARC, plus a custom tracking domain to keep link tracking under the sending domain rather than a shared third-party domain).
- Dedicated mailboxes gradually warmed before any outbound sending began.
- Conservative daily sending limits per mailbox, reflecting the high-value, lower-volume nature of investor outreach compared to high-volume B2B lead generation.

Messaging & sequencing

- A 4-touch sequence (invite, reminder, follow-up, close-out) designed for a busy, low-attention-span investor audience.
- Light, relevant personalization (name, fund, portfolio focus) combined with systematic message variation to reduce spam-pattern detection.
- A/B testing on subject lines and calls-to-action, with sends scheduled within investor-relevant business hours.

Results

Over 3 months, the campaign contacted 2,718 verified investor contacts, achieved an 82% open rate and a 5.63% reply rate - well above typical B2B cold email benchmarks - and initiated 28 investor conversations for the client to carry forward into their fundraising process.

Client Testimonial

"Before this, we had no idea how to reach investors at scale without ending up in spam. This team not only set up the right systems but also brought in investor conversations we could nurture into funding. It was a game-changer for our fundraising efforts."

— TheLink.ai Team

Key Takeaways

- Deliverability-first infrastructure - proper domain authentication and gradual warm-up - enables strong inboxing even for cold, high-value outreach.
- Multi-source data validation improves targeting accuracy beyond what any single data source can offer alone.
- Even light, relevant personalization measurably improves reply rates over generic mass sends.
- Structured multi-touch sequencing scales outreach without sacrificing deliverability or relevance.